

ASX Announcement
24 March 2025

Progress Report

Unith Ltd (ASX: UNT | FWB: CM3) (“UNITH” or the “Company”) is pleased to provide the following progress update.

The company has materially progressed a range of growth initiatives in both its Digital Humans and Subscription business units over the late 2024/early 2025 period. This announcement provides some specifics on these recent achievements.

These developments will not just help Unith retain its status as a cutting-edge technology company, specialising in AI-driven digital human solutions. They will enhance the sustainability of the Unith business over the longer term.

Digital Human Division

Book of tier-1 enterprise clients continues to grow

A 1-year initial agreement was recently signed with a very significant global Pharmaceutical enterprise client. Under the agreement, Unith will be deploying a range of different Digital Humans serving a spread of target users.

This contract will initially run for one year, and has a value of A\$130,000. Unith will be partnering with an innovation team who are looking to evaluate the role conversational AI and Digital Humans can play in supporting both patients and health care professionals. The project will include the utilisation of Unith’s core platform and will culminate with over 10 Digital Humans being created across multiple languages in a dedicated and private environment.

Unith is very excited about this given the following;

- It has been engaged with this enterprise for over nine months and have addressed a range of requirements that Unith believes has validated several of its platform design decisions
- Unith’s architecture and platform has been rigorously evaluated
- Unith was in a highly competitive pitch against vendors that were significantly more established and 1000x larger than itself
- Unith was chosen as a combination of technology and people; given the credibility and knowledge it had as a team throughout the sales process.

With the abovementioned win and the recent re-signing of APH Alliance, it is clear Unith has a bespoke solution to a common problem, that it believes is repeatable within the Healthcare industry.

interFace self-service platform is penetrating its target markets

The exciting interFace product, which has only been available to Unith clients since September 2024, has also continued to grow its client list.

In the month of February 2025 alone, interFace snared 11 new paid up signings to its Team packages, with the value of these new contracts ranging from €1,800 (A\$3,100) to €3,400 (A\$5,850) per annum.

Over the period since interFace’s launch Unith has gained a better understanding of the customer profile best suited for such monthly subscriptions of this product offering. The Company quickly came to the realisation that the interFace platform in its current form did not work for everyone. It found that one

particular group of clients well suited to interFace, were AI consulting agencies that are able to build solutions and resell them into their clients; while also leveraging Digital Humans for themselves.

Unith is confident that its Digital Human division team can successfully further broaden the addressable market for the interFace product by providing assistance to potential clients currently not equipped to derive value from the product. In the meantime, Unith is aiming to improve its UX, documentation and onboarding to ensure it can retain the highest percentage of signups possible.

Some sales success stories in February 2025

My Senteur By: This business client offers a revolutionary way to create personalized fragrances – it occurs with the guidance of an AI perfumer!

Meet Olfea, a custom-designed avatar embodying the essence of My Senteur By. Through a series of tailored questions, Olfea captures each response to fuel the brand's internal fragrance creation tools, delivering scents as unique as their creators. This service has already been featured in Fashion & Lifestyle magazines.



Source: <https://mysenteurby.com/>

Unith received a one-time, yearly payment of € 2,400 (A\$4,120) for providing its interFace platform to My Senteur By.

Scantest: While personality tests are everywhere, one of Unith's new interFace clients, Scantest, is taking these tests to the next level.

Scantest is using its patented technology to test map users into 11 unique profiles, a process facilitated by its virtual AI consultant, Scanny.

After the test, users engage in a personalised debriefing session, gaining insights to make better life choices. Scanny scales client support while optimising real consultants' time, making expert guidance more accessible than ever.

Unith again received a one time, yearly payment of € 2,400 (A\$4,120) for providing its interFace platform to Scantest.

Major Digital Human platform upgrades have been delivered

Over the past three months, Unith has made several key security upgrades to its core platform that, as a package, have helped the Digital Human product offering better compete for targeted enterprise business clients. These enhancements are largely related to securing and expiring all generated videos appropriately and allowing for Digital Humans to be securely white labelled so they can only be accessed from certain domains/applications.

At the same time, Unith has commenced the process to become ISO 12007 certified by partnering with [Vanta](#). The Company see this as a necessary part of its plans to penetrate larger businesses. This certification will better position Unith in contract negotiations with this all-important segment of its target market.

After feedback from over 100 businesses in the latter part of 2024; the Company also decided to build an integration with Zapier. Unith’s app is currently ‘by invite’ allowing it to be shared with paying platform users that are at a minimum on the Company’s Team package with the API add-on. This integration has been leveraged in 75% of the opportunities secured in February 2025. The Zapier integration leverages “agentic” functionality Unith developed in-house during in 2024. It allows the Digital Human to decide when it needs to do what. Before this enhancement the Digital Human was predominantly capable of knowing when to retrieve information from a knowledge base. Now it can detect the intent of user and initiate a follow up – for example, by sending an email, booking a meeting, logging a call, or sending a WhatsApp message.

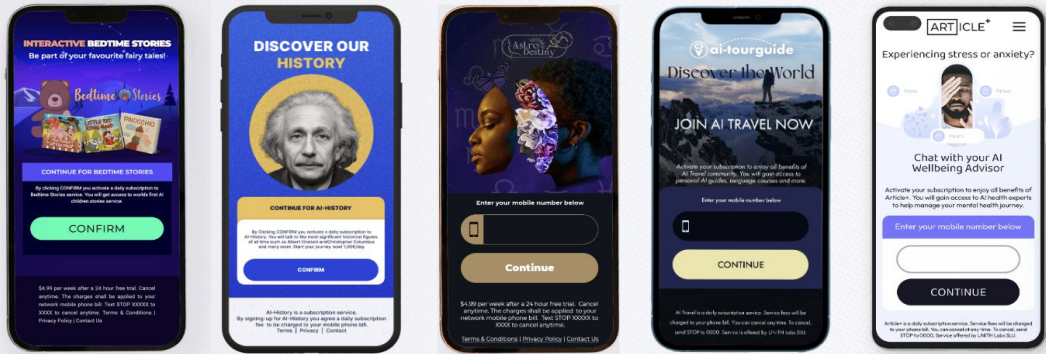
We invite readers of this ASX announcement to sign up to interFace and receive our regular updates around new product features. It will truly enhance their understanding of the ongoing development of our Digital Human product.

B2C Subscription Division

The Subscription division has continued to report strong growth over the late 2024/early 2025 period, powered by the strength of Unith’s growing subscriber base, which has now surpassed 885,000 active users across the APAC, MENA, and EU regions.

The division is live with five products leveraging the Digital Human technology, that represent approximately 55% of the division’s revenue. The in-house developed AI Apps include BedtimeStories, Astro-VIP, AI Travel Guide, AI History and Article+ covering diverse content vertical and user interest.

Subscription - AI Products

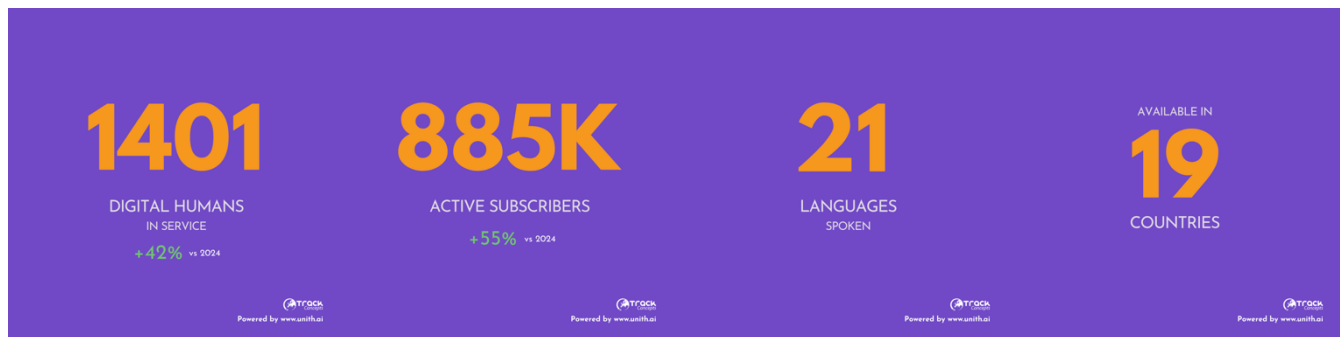


Content vertical	Children content	E-Learning	Astrology	Travel	Wellbeing
Available languages	12	2	15	7	4
Territories active	12	3	6	2	1

Unith's footprint in Europe has been further strengthened by the recent launch of localised apps tailored to domestic markets. The BedtimeStories app debuted in Serbia, the AI Travel app launched in Slovakia, and the Article+ app expanded into Romania, signaling Unith's commitment to the needs and preferences in regional markets. The combined potential market in the abovementioned three countries numbers 20 million addressable users and represents a significant opportunity for future growth.

Unith's recent successful entry into new markets has significantly expanded its geographic footprint to 36 countries in total and has helped to drive the uplift seen in active subscribers.

This growth in users across new and existing markets has, in turn, fed through to significant revenue growth. Advanced personalisation features powered by AI have facilitated higher user engagement and premium conversions, while enhanced localisation capabilities have ensured superior user experiences across diverse regions.

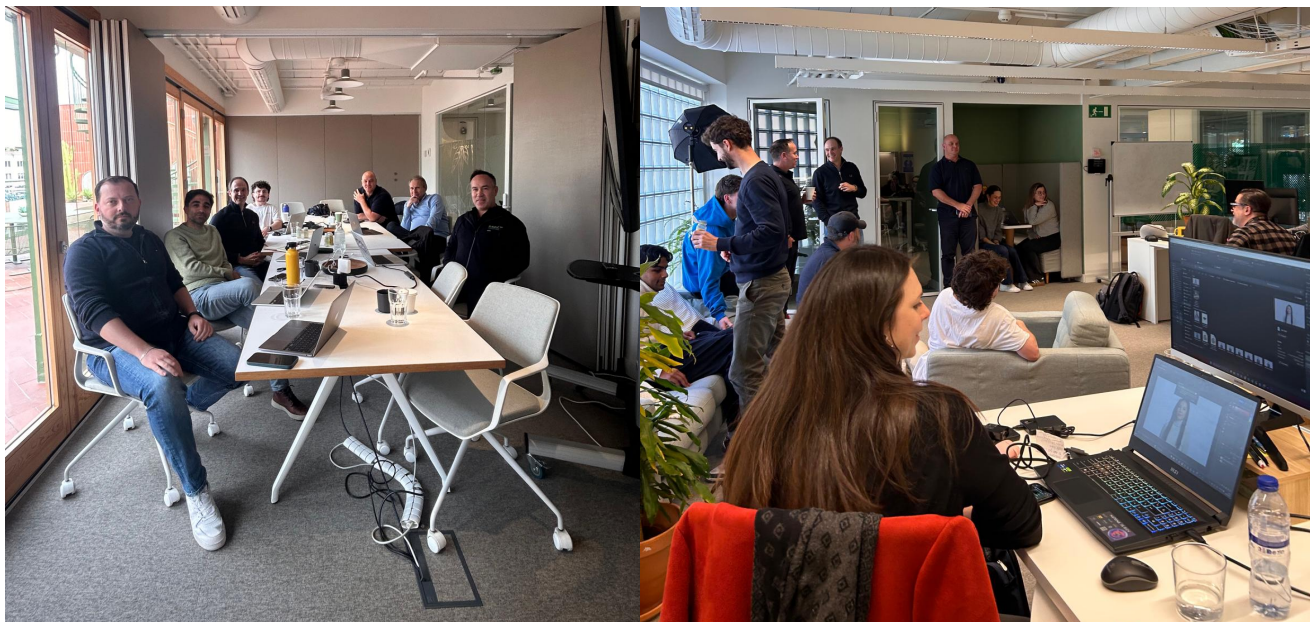


Subscription opportunities

Unith expects the return on investment for its B2C Subscription arm to stay strong in 2025 and sees further opportunities to grow user base and revenue in the coming months. There are several new markets worth exploring, including Gabon, Botswana, Jordan, and Uzbekistan. Additionally, it is looking into new products and further extending the use of Digital Human technology across our products.

March 2025 Strategic Conference – a further refinement of our growth plans

During mid-March 2025, the Unith Board of Directors, GM Digital Humans, GM Subscription, Finance Manager and the Digital Human Team all met in Barcelona for a 3-day strategic conference.



At this conference, Unith's leadership team discussed:

- The current state of the Digital Human and Subscriptions businesses
- The optimal future positioning for the Digital Human and Subscriptions businesses
- The best way to get Digital Humans and Subscriptions to reach their desired destinations

All these discussions were undertaken in the context of Unith's mission statement of being an end-user centric Technology provider that designs engaging, precise, and secure digital human experiences that help businesses address their unique challenges.

Unith wants to thank all its loyal shareholders for their support as the Company sets about delivering on its growth strategy. Their continued backing of the Company's efforts to shape Unith into a sustainable business with a spread of growing revenue streams is helping it lay the groundwork for enhanced shareholder value over the longer term.

This announcement has been authorised for release by the Board of Directors.

(ENDS)

Unith invites investors to join its mailing list for updates by subscribing at: www.unith.ai/subscribe

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About UNITH

Unith Ltd (ASX:UNT) is a leading digital human software developer. It unifies the research and development of facial movement deep learning, audio, machine learning and conversational design to generate the first customisable, interactive avatar of its kind.

Businesses can create their digital humans to immerse, assist, and educate customers in real-time and in multiple languages, all through one full-stack platform.

For further information, please visit: UNITH.ai

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